



## Influenza Toolkit for All Provider Types and Patients

On September 16, 2020, the Centers for Medicare & Medicaid Services (CMS) launched its [2020-2021 flu season campaign](#) with new resources to encourage people with Medicare or other CMS health care programs to get their flu shot. Flu vaccination is especially important this year to help protect individuals and prevent additional strain on an already overburdened US healthcare system. The single most effective thing you can do to avoid the flu is to get vaccinated every year. This toolkit provides tools and resources to support the prevention of influenza throughout your community. Additionally, you can view the following Public Health Department Influenza Resources: [Oklahoma](#), [Iowa](#), [Illinois](#), and [Colorado](#).

### Provider & Patient Resources



Preparing for the flu season? Here is what you need to know. The Centers for Disease Control and Prevention (CDC) has put together a comprehensive influenza [resource page](#) for patients and providers that contains tools, prevention, symptom, diagnosis and treatment information. For easy access, go to this [FAQ influenza resource](#) to learn more.

Use this [tool](#) from the Oklahoma State Department of Health (OSDH) for a comparison of symptoms for COVID-19, cold, flu and allergies. The CDC describes the [similarities and differences](#) between flu and COVID-19 as it may be hard to tell which ailment has you down.

These CDC [influenza printable materials](#) include messaging to address flu recommendations to all types of audiences. Select your audience and utilize these printable resources to help increase awareness with preventing the spread of influenza.

[Influenza and COVID-19 can lead to pneumonia](#). Pneumococcal disease affects all ages, but older adults are at greatest risk of serious illness and death. Vaccines are the best way to prevent pneumococcal disease. Learn more about [pneumococcal vaccine recommendations](#) from the CDC.

### Patient Resources



The CDC is partnering with the National Kidney Foundation (NKF) to spread the word that everyone, especially patients with kidney disease, should get a flu vaccination this fall. [Read more](#) to learn how people with chronic kidney disease (CKD) are at high risk of developing serious flu complications, which can result in hospitalization and even death.

People who are 65 and older are at high risk of having serious health complications from the flu. Read this [article](#) from CMS to learn more about how Medicare Part B Insurance covers one flu shot per flu season.

There are misconceptions about the flu shot that cause people to skip this important preventative measure. Read more from the American Lung Association on [facts](#) everyone should know about the flu vaccine.



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## Provider Resources



Whether you're a primary care physician, nurse, pharmacist, or other health care professional, you play a significant role in helping protect your patients against influenza. To help our collaborative members communicate with patients and encourage vaccinations, Telligen has created a [video and accompanying brochure](#) for you to use this flu season.

There are many similarities between influenza and COVID-19. Many of the steps that help stop the spread of COVID-19 can also help protect against flu. Help spread awareness—not disease—via the free [National Foundation for Infectious Diseases \(NFID\) resources](#). These tools can help you post your "Stop the Spread" efforts on many types of social media platforms.

Boost team member's competency on understanding influenza by completing this CDC TRAIN course: [Immunization: You Call the Shots - Module Five- Influenza 2019](#). At the conclusion, the participant will be able to understand the disease, risk factors, immunization recommendations, prevention strategies and gain resources (Continuing Education credits available).

The CDC and Food and Drug Administration (FDA) monitor the safety of all vaccines licensed in the United States, including seasonal influenza vaccines. This [summary](#) provides information on safety considerations for adverse events and reporting, contraindications, precautions, administration and additional resources.

The National Healthcare and Safety Network (NHSN) offers a feature to track weekly influenza vaccination for healthcare personnel (HCP). Reporting vaccination data weekly allows organizations to monitor the level of influenza vaccination coverage among their HCP in a timely way and take action during the influenza season to increase vaccination uptake, if needed. Reporting forms and training materials are available on the [NHSN website](#) under the Surveillance for Healthcare Personnel Vaccination webpage for each facility type.

The CDC [seasonal flu vaccination campaign materials](#) are available to assist partners in communicating about the importance of vaccination. This digital toolkit includes details on events/activities, sample social media and newsletter content, graphics, web assets, and media prep material. This material is downloadable, shareable, and some of the material is customizable.

This [report](#) updates the 2019–20 recommendations of the Advisory Committee on Immunization Practices (ACIP) regarding the use of seasonal influenza vaccines in the United States. Routine annual influenza vaccination is recommended for all persons aged ≥6 months who do not have contraindications.

CMS has developed this [toolkit](#) to help you stay informed on CMS, CDC, and HHS materials available on the importance of the flu vaccine.

Flu vaccines are essential to protecting heart health during times of COVID-19 and influenza. Million Hearts® and CDC have developed two short [public service announcements](#) (PSAs) to encourage individuals to seek emergency care for heart attack or stroke. Share and use the Million Hearts® PSAs, PSA Toolkit, and PSA Social Graphics!

This [resource hub](#) was developed as part of the American College of Physicians (ACP's) [I Raise the Rates](#) initiative to assist physicians and their teams to assess, understand and improve adult immunization rates and patient outcomes in their clinical settings.